1. Which of the following examines information passing through switches, hubs, or routers?
   A. Key logger
   B. Packet sniffer
   C. Log analysis tools
   D. Screen captures

2. Which of the following describes e-commerce?
   A. Doing business electronically
   B. Doing business
   C. Sale of goods
   D. All of the above

3. Which of the following is part of the four main types for e-commerce?
   A. B2B
   B. B2C
   C. C2B
   D. All of the above

4. Which segment do eBay, Amazon.com belong?
   A. B2Bs
   B. B2Cs
   C. C2Bs
   D. C2Cs
5. Which type of e-commerce focuses on consumers dealing with each other?
   A. B2B  
   B. B2C  
   C. C2B  
   D. C2C  

6. Which segment is eBay an example?
   A. B2B  
   B. C2B  
   C. C2C  
   D. None of the above  

7. Which type deals with auction?
   A. B2B  
   B. B2C  
   C. C2B  
   D. C2C  

8. In which website Global Easy Buy is facilitated?
   A. Ebay.com  
   B. Amazon.com  
   C. Yepme.com  
   D. None of these  

9. The best products to sell in B2C e-commerce are:
   A. Small products  
   B. Digital products  
   C. Specialty products  
   D. Fresh products  

10. Which products are people most likely to be more uncomfortable buying on the Internet?
A. Books  
B. Furniture  
C. Movies  
D. All of the above

11. Which products are people most likely to be comfortable buying on the Internet?
A. Books  
B. PCs  
C. CDs  
D. All of the above

12. Digital products are best suited for B2C e-commerce because they:
A. Are commodity like products  
B. Can be mass-customised and personalised  
C. Can be delivered at the time of purchase  
D. All of the above

13. The solution for all business needs is
A. EDI  
B. ERP  
C. SCM  
D. None of the above

14. All of the following are techniques B2C e-commerce companies use to attract customers, except
A. Registering with search engines  
B. Viral marketing  
C. Online ads  
D. Virtual marketing
15. E-commerce involves
A. marketing
B. advertising
C. warehousing
D. all of the above

16. Which is not a function of E-commerce
A. marketing
B. advertising
C. warehousing
D. none of the above

17. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?
A. Affiliate programs
B. Click-through
C. Spam
D. All of the above

18. What is the percentage of customers who visit a Web site and actually buy something called?
A. Affiliate programs
B. Click-through
C. Spam
D. Conversion rate

19. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
A. Direct materials
B. Indirect materials
C. EDI
D. None of the above
20. What are materials that are necessary for running a modern corporation, but do not relate to the company’s primary business activities?
A. Direct materials
B. Indirect materials
C. EDI
D. None of the above

21. What are ballpoint pens purchased by a clothing company?
A. Direct materials
B. Indirect materials
C. EDI
D. None of the above

22. What is another name for materials which cannot be linked to a specific product or process?
A. Direct materials
B. Indirect materials
C. EDI
D. None of the above

23. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
A. B2B marketplace
B. Intranet
C. Reverse auction
D. Internet
24. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
A. Customer relationship management systems cards
B. E-government identity cards
C. FEDI cards
D. Smart cards

25. Most individuals are familiar with which form of e-commerce?
A. B2B
B. B2C
C. C2B
D. C2C

26. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
A. B2B
B. B2C
C. C2B
D. C2C

27. Which of the following are advantages normally associated with B2B e-commerce?
A. Shorter cycle times
B. Reduction in costs
C. Reaches wider audiences
D. all of the above
28. If the threat of substitute products or services is low it is a(n):
A. Disadvantage to the supplier
B. Advantage to the buyer
C. Advantage to the supplier
D. None of the above

29. The threat of new entrants is high when it is:
A. Hard for customers to enter the market
B. Hard for competitors to enter the market
C. Easy for competitors to enter the market
D. Easy for customers to enter the market

30. If it is easy for competitors to enter the market, the threat of new entrants is considered:
A. High
B. Low
C. More
D. Less

31. An industry is less attractive for suppliers when the rivalry among existing competitors is:
A. High
B. Low
C. More
D. Less

32. Unique value auction mainly applies to?
A. New products
B. Second hand products
C. Engineering products
D. None of the above.
33. Paisapay is facilitated in
A. eBay.co.in  
B. amazon.com  
C. flipkart.com  
D. none of the above

34. Which of the following is a useful security mechanism when considering business strategy and IT?
A. encryption  
B. decryption  
C. firewall  
D. all the above

35. Which of the following is not related to security mechanism
A. encryption  
B. decryption  
C. e-cash  
D. all the above

36. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?
A. Switching costs  
B. Loyalty programs  
C. Entry barriers  
D. Affiliate programs
37. Which of the following statements accurately reflect the impact of technology?
A. Technology has caused buyer power to increase
B. Technology has lessened the entry barriers for many industries
C. Technology has increased the threat of substitute products and services
D. all of the above

38. A business cannot be all things to all people. Instead, a business must:
A. Identify target customers
B. Identify the value of products/services as perceived by customers
C. all of the above
D. None of the above

39. How the transactions occur in e-commerce?
A. Using e-medias
B. Using computers only
C. Using mobile phones only
D. None of the above

40. Which type of products is lesser purchased using e-commerce?
A. automobiles
B. books
C. softwares
D. none

41. A business competing in a commodity like environment must focus on which of the following?
A. Price
B. Ease / speed of delivery
C. Ease of ordering
D. all of the above
42. Which of the following refers to creating products tailored to individual customers?
A. customisation
B. aggregation
C. Direct materials
D. Reverse auction

43. Materials used in the normal operation of a business but not related to primary business operations are called what?
A. Supplies
B. Direct materials
C. Indirect materials
D. Daily stuff

44. Amazon.com is well-known for which e-commerce marketing technique?
A. Banner ads
B. Pop-up ads
C. Affiliate programs
D. Viral marketing

45. What is the name given to an interactive business providing a centralised market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
A. Direct marketplace
B. B2B
C. B2C
D. Electronic marketplace
46. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?
   A. horizontal
   B. Vertical
   C. Integrated
   D. Inclined

47. Which form of e-marketplace brings together buyers and sellers from the same industry?
   A. horizontal
   B. Vertical
   C. Integrated
   D. Inclined

48. Which type of add appears on a web page?
   A. pop-under ad
   B. Pop-up ad
   C. Banner ad
   D. Discount ad

49. What type of ad appears on top of a web page?
   A. pop-under ad
   B. pop-up ad
   C. banner ad
   D. discount ad

50. What type of ad appears under a web page?
   A. pop-under ad
   B. pop-up ad
   C. banner ad
   D. discount ad
51. Which, if any, of the following types of ads are people most willing to tolerate?
   A. pop-under ad
   B. pop-up ad
   C. banner ad
   D. none of the above

52. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet?
   A. electronic check
   B. electronic bill presentment and payment
   C. conversion rates
   D. financial cybermediary

53. Which of the following is a method of transferring money from one person's account to another?
   A. electronic check
   B. credit card
   C. e-transfer
   D. none of the above

54. An electronic check is one form of what?
   A. e-commerce
   B. online banking
   C. e-cash
   D. check

55. If you need to transfer money to another person via the internet, which of the following methods could you use?
   A. financial cybermediary
   B. electronic check
   C. electronic bill presentment and payment
   D. all of the above
56. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?
A. financial cybermediary
B. electronic check
C. electronic bill presentment and payment
D. all of the above

57. A combination of software and information designed to provide security and information for payment is called a?
A. digital wallet
B. pop up ad
C. shopping cart
D. encryption

58. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
A. internet commerce
B. e-commerce
C. transaction information transfer
D. electronic data interchange

59. Which of the following is used in B2B to pay for purchases?
A. e-commerce
B. financial electronic data interchange
C. electronic data exchange
D. electronic checks
60. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.

A. encryption, decryption
B. private, public
C. encryption, public
D. public, private

61. Secure Sockets Layers does which of the following?

A. creates a secure, private connection to a web server
B. encrypts information
C. sends information over the internet
D. all of the above

62. When a transaction is processed online, how can the merchant verify the customers identity?

A. use secure sockets layers
B. use secure electronic transactions
C. use electronic data interchange
D. use financial electronic data interchange

63. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?

A. hacking
B. cracking
C. dumpster diving
D. spoofing
64. What is a model of a proposed product, service, or system?
A. Prototyping
B. Prototype
C. Proof-of-concept prototype
D. Selling prototype

65. What is an internal organisational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?
A. Client/server network
B. Intranet
C. Extranet
D. Thin client

66. What is an intranet that is restricted to an organisation and certain outsiders, such as customers and suppliers?
A. Client/server network
B. Intranet
C. Extranet
D. Thin client

67. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood?
A. Disaster recovery plan
B. Hot site
C. Cold site
D. Disaster recovery cost curve
68. What is a separate facility that does not have any computer equipment but is a place where the knowledge workers can move after the disaster?
   A. Disaster recovery plan
   B. Hot site
   C. Cold site
   D. Disaster recovery cost curve

69. What is a separate and fully equipped facility where the company can move immediately after the disaster and resume business?
   A. Disaster recovery plan
   B. Hot site
   C. Cold site
   D. Disaster recovery cost curve

70. What charts (1) the cost to your organisation of the unavailability of information and technology and (2) the cost to your organisation of recovering from a disaster over time?
   A. Disaster recovery plan
   B. Hot site
   C. Cold site
   D. Disaster recovery cost curve

71. Which factor determines when the IT system will be available for knowledge workers to access?
   A. Availability
   B. Accessibility
   C. Reliability
   D. None of the above
72. Which factor determines who has the right to access different types of IT systems and information?
A. Availability
B. Accessibility
C. Reliability
D. Scalability

73. Which factor ensures the IT systems are functioning correctly and providing accurate information?
A. Availability
B. Accessibility
C. Reliability
D. Scalability

74. Which factor represents how well your system can adapt to increased demands?
A. Availability
B. Accessibility
C. Reliability
D. Scalability

75. Which factor represents a systems ability to change quickly?
A. Flexibility
B. Performance
C. Capacity planning
D. Benchmark
76. What is a set of conditions used to measure how well a product or system functions?
A. Flexibility  
B. Performance  
C. Capacity planning  
D. Benchmark

77. What determines the future IT infrastructure requirements for new equipment and additional network capacity?
A. Flexibility  
B. Performance  
C. Capacity planning  
D. Benchmark

78. What automates business processes?
A. Workflow  
B. ASP  
C. Workflow system  
D. EIP

79. What defines all of the steps or business rules, from beginning to end, required for a process to run correctly?
A. Workflow  
B. EIP  
C. Workflow system  
D. SLA

80. What sends work assignments through an e-mail system?
A. Database-based enterprise information portal  
B. Messaging-based enterprise information portal  
C. Database-based workflow system  
D. Messaging-based workflow system
81. Which will not harm computer resources?
A. firewall
B. Virus
C. Trojan horse
D. None of the above

82. Which is not a function of ERP?
A. Warehousing
B. sales
C. scheduling
D. None of the above

83. Which is a function of ERP?
A. Warehousing
B. sales
C. scheduling
D. all of the above

84. Which of the following is the primary characteristic of an intranet?
A. People outside the organisation can access it
B. People inside the organisation cant access it
C. People outside the organisation cant access it
D. None of the above

85. Which concept suggests that different applications and computer systems should be able to communicate with one another?
A. Integration
B. Web services
C. Scalability
D. Interoperability
86. Which service encompasses all technologies used to transmit and process information on an across a network?
A. Interoperability
B. Scalability
C. Benchmarking
D. Web services

87. Which process can prevent data from losing due to computer problems or human errors?
A. backup
B. recovery
C. benchmarking
D. data cleansing

88. Which process is used to reinstall data from a copy when the original data has been lost?
A. backup
B. recovery
C. benchmarking
D. data cleansing

89. What describes a process of continuously measuring results and comparing those results to optimal performance so that actual performance may be improved?
A. Performance
B. Capacity planning
C. Benchmarking
D. Data cleansing
90. Who protects system from external threats?
A. firewall
B. EDI
C. ERP
D. Script kiddies

91. Who breaks into other peoples computer systems and steals and destroys information?
A. Hackers
B. softwares
C. Hacktivists
D. Script kiddies

92. What is software that comes hidden in free downloadable software and tracks your online movements, mines the information stored on your computer, or uses your computers CPU and storage for some task you know nothing about?
A. Web log
B. Clickstream
C. Anonymous Web browsing service
D. None of the above

93. ERP stands for
A. Enterprise resolution planning
B. Enterprise reverse planning
C. Enterprise resource planning
D. None of the above
94. Which is not a component of ERP?
A. Legacy systems
B. Bolt on applications
C. Operational database
D. Cybersoft

95. Which is not a function of ERP?
A. Human resource management
B. financial
C. warehousing
D. None of the above

96. What is a type of virus that spreads itself, not just from file to file, but from computer to computer via e-mail and other Internet traffic?
A. Computer virus
B. Worm
C. Denial-of-service attack
D. None of the above

97. What floods a Web site with so many requests for service that it slows down or crashes?
A. Computer virus
B. Worm
C. Denial-of-service attack
D. None of the above
98. What harnesses far-flung computers together by way of the Internet or a virtual private network to share CPU power, databases, and database storage?
   A. Computer virus
   B. Worm
   C. Denial-of-service attack
   D. None of the above

99. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?
   A. Risk management
   B. Risk assessment
   C. Security
   D. None of the above

100. What is the process of evaluating IT assets, their importance to the organisation, and their susceptibility to threats, to measure the risk exposure of these assets?
    A. Risk management
    B. Risk assessment
    C. Security
    D. None of the above

***
Answer Key

1. B
2. A
3. D
4. B
5. D
6. D
7. D
8. A
9. B
10. B
11. D
12. D
13. B
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